

3Cs Community

www.3cscommunity.com

Support, advice, access to knowledge and mentoring are the key elements identified as required by start-ups and growing companies.

Starting and successfully growing a business is a dream for many people. It can be a long and lonely road to success or perhaps - failure. It doesn't have to be that way; being part of a supportive entrepreneurial community is one of the keys to ensure the success of your venture.

We should all be only too willing to help at a time of drought in funding. We would hope that with the wealth of talent within our community and elsewhere, we could help our fellow colleagues raise funds, source advice and make connections for their latest "adventure". If so, the 3Cs Community is the place to discuss it, swap hints and tips, provide online mentoring and maybe find those elusive funds. It is not a place to advertise your services, but rather Pay It Forward for the help that you may have received in the past, within these walls.

3Cs is an active community, where advice and critique comes free-of-charge for the budding entrepreneur, to:

- help create a business environment that is supportive to the goals of your organisation and your customers;
- find others who can help you get your company off the ground including investors incubators, mentors and advisors;
- benefit from the knowledge exchange between our members so that being a member means your company gets ahead of the competition.

Meetings

We have been having our meetings since we started in 2003, typically every other month in London.

At 3Cs members' meetings, three budding entrepreneurs are given the chance to make presentations to the audience. This is a vital service to the presenters and their business ideas. It allows them to test-run the "pitches" that they will make to potential investors and partners and it acts as an invitation to those in the audience who can help, to step forward and offer that help.

Details of over 330 presenters from all of our meetings since 2003 can be found on our website. Our 10th Anniversary meeting in [May 2013](#) saw 14 presenters from the previous 10 years recount the success (or otherwise) of their venture since their first presentation. For our 100th meeting in [June 2018](#) we invited 6 of our previous presenters to give us an insight into what was happening in a market or technology 10, 20 or even 50 years ago, what is happening now and then look forward and share what they think might happen in the future.

A typical 3Cs audience will comprise advisors such as accountants, lawyers, investment specialists, technical gurus; other actual or budding entrepreneurs; and, potential investors and people with access to sources of investment. The audience is well informed and sharp, but friendly. The environment is safe and confidentiality is assured. As a result, the pitchers get an honest, but supportive, appraisal of their ideas and proposals. However, they also get a real, hard-nosed and often telling test of their knowledge of, and commitment to, the venture. No-one leaves the podium down-hearted, but some leave realising that they have a long road to travel. However, in the bar after the meeting, even the most outrageous pitcher will find at least a few 3Cs members who are willing to do something to help. In one example, a pitch that sounded totally incredible was turned into a real business venture simply because someone in the audience saw through the outlandish elements of the proposal and into the heart of the commercial opportunity. That opportunity may never have emerged if the pitcher had not been able to stand up in front of the 3Cs audience.



Presenters - 10th Anniversary Meeting - May 2013



Presenters - 100th Meeting - June 2018

Marks & Clerk

Next Meeting

31st March 2020 - Gill Jennings & Every

Our January meeting is being hosted by Marks & Clerk.

Marks & Clerk has long been recognised as one of the leading patent and trade mark attorney firms across the globe, with eight offices across the UK and a further eight in North America and the Asia-Pacific.

You will find that our patent and trade mark attorneys together with our associated firm of solicitors offer a comprehensive range of intellectual property services - covering patents, trade marks, designs and copyright. This includes obtaining protection worldwide, portfolio management, strategic and commercial advice, licensing, enforcement, due diligence and litigation.



Guest Speaker Malcolm Durham - Wealthbeing

After qualifying as a chartered accountant at BDO in 1985 Malcolm moved from audit to corporate finance and in 1988 he became FD of a small quoted company and concentrated on acquisitions, disposals and shareholder relations. In 1989 he had to take over as chairman of the family construction business on the death of his father. He found out that it had a T/O of £5m, £800k of bank borrowing and was being sued for £400k. He turned it around and grew the T/O to £24m with profits of £500k and sold it in 2008 for £8m. In 1991 he founded FD Solutions, to provide part time FDs, grew it to T/O of £3.5m, with 25 staff and 10 associates and was set to exit in 2016, but a co-shareholder also with 50% of the shares blocked the sale. It is now wound down.

Malcolm's focus is now mentoring SMEs. He is a Director of the Association of Business Mentors, a Business Mentor at the Prince's Trust and a Business Mentor at Fredrick's Foundation. Malcolm published a really helpful book in 2015: Wealthbeing: it covers all the key issues facing entrepreneurs in starting and building a business, while also looking after yourself. It is full of personal examples, case studies and anecdotes.



WEALTHBEING

Business Pitches

Arjun Thandi - Maasala



One day my Maa was feeling a little down, she told us that she did not have a purpose beyond her family. As a young girl, she was at the top of her class at school but her education stopped at the age of 17 to get married and move to England. We knew very well that cooking was her way to express herself and share with others, she was revered for it. As her son, I started this website to help her purpose so she could share her recipes and her spice/herb blends.

To start with we are sharing our Maa's Punjabi authentic home recipes, they are a balance between healthy, tasty, and good value, many of which are deceptively easy to cook too! But we equally are going to be looking across the world to recipes where we can incorporate the magic of our sacred spices. Indian cooking is an enticing alternative to meat-based food. We want to do our bit in promoting vegetarianism, that's why we only have vegetarian recipes, we are not against meat, we are just really pro-vegetarianism!

Maasala: delivering The Recipe kit experience with: a recipe, shopping list, Ceremony card & pre-measured spices/herbs in compostable and recyclable packaging.

David Bartlett - Purlos



Purlos is an AI admissions assistant for academic institutions. We help to increase conversion rates by giving new applicants quicker access to critical information and reducing the need to speak to a live agent.

By chatting with Purlos students can track the progress of their application, investigate different courses options and even find out about important events.

Staff can take over live conversations and use our 'intelligent' reporting tool to figure out what areas students are asking about. This allows them to have more relevant conversations and convert more applications.

With so many new ways to educate yourself, academic institutions need a competitive advantage - that edge is Purlos!

Giuseppe Persiani - UpInTheSkies



UpInTheSkies

In the 21 st century, the concept of our self has broadened through the constant use of emerging technologies. We are able to express ideas and communicate over many social media platforms, build relationships that sometimes are completely virtual but nonetheless important and fulfilling. What happen to our digital content, especially family memories on social media platforms, when we are not anymore in this world? Where is our digital legacy and how will our loved ones and friends remember us?

We think it's time to start keeping a memory of this important part of everybody's life, to have a special place where the legacy of the online presence, and more, can be stored. We are a team of creatives aiming to build an online space: a place limited only by your imagination, that will contain all the information that you believe will be important to not be forgotten, would it be your financial information, pension, pictures, videos, anything that will have any value for your soul and your body.

More details and registration at
www.3cscommunity.com